

FIND *your* HAPPY PACE



PALM DESERT
CALIFORNIA

City of Palm Desert Wayfinding Master Plan

Signage & Wayfinding Concept Design

February 18, 2025

Selbert
Perkins
Design.

1 Survey



Following our analysis and survey findings, we crafted a S.W.O.T. report.

Strengths

- Consistent, branded signage.
- Signs are helpful.

Weaknesses

- Messaging is inconsistent.
- Too many signs in some areas.
- Entry monuments are inconsistent.
- Lack of pedestrian signage in walkable areas.
- Existing signage blends in with environment.
- Existing signage not visible at night.

Opportunities

- Include new and existing destinations.
- Develop branded signage that will appeal to visitors, residents and businesses.
- Use technology to enhance the wayfinding experience.

Threats

- Some residents, visitors, businesses do not want to see signage change.
- Concerns why some businesses are included and not others.

Signage and Wayfinding Recommendations

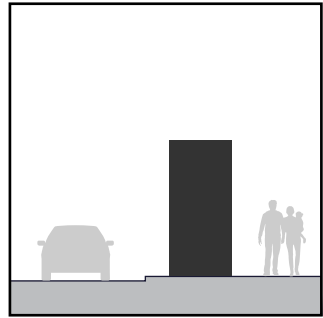
Based on the analysis, community outreach survey, and S.W.O.T. Report, the following signage and wayfinding approaches are recommended for the City of Palm Desert:

- **Develop a branded signage and wayfinding** system that will be visible day or night.
- Coordinate with City team to **develop consistent messaging** throughout sign system.
- **Create a streamlined sign location plan**, eliminating sign blight.
- **Add pedestrian level signage** in walkable areas.
- **Add new destinations** to wayfinding.
- **Design a versatile digital sign suitable for various events, or incorporate QR codes** into the proposed signage.

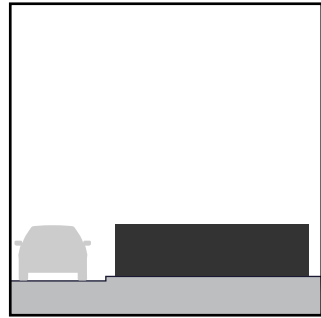
02 Concept Design

Summary of Signs Proposed

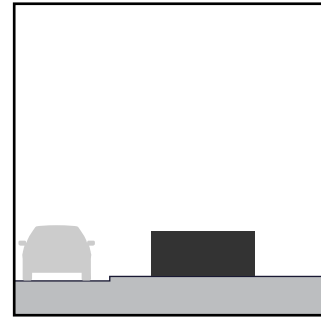
IDENTITY



A01 GATEWAY MONUMENT

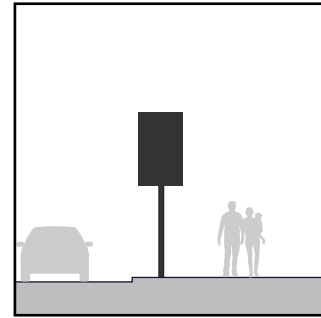


A02 GATEWAY MONUMENT

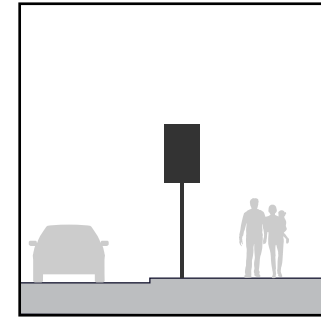


A03 GATEWAY MONUMENT

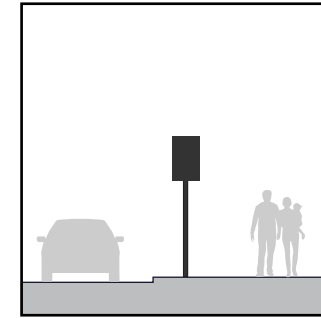
DIRECTION



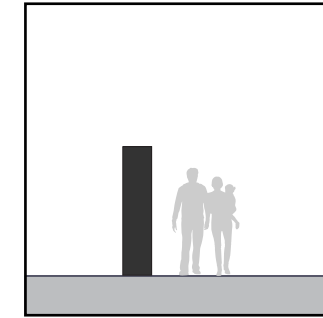
B01 VEHICLE DIRECTION
LARGE



B02 VEHICLE DIRECTION
MEDIUM

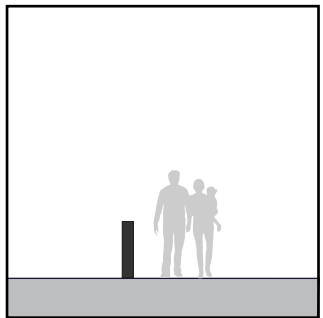


B03 VEHICLE DIRECTION
SMALL

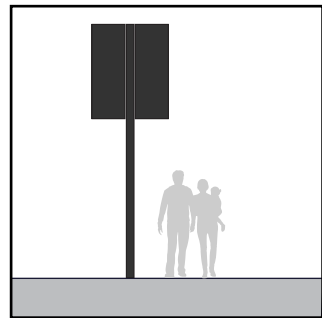


B04 PEDESTRIAN DIRECTION
W/ MAP

AMENITY



E01 ART TOTEM - EXISTING

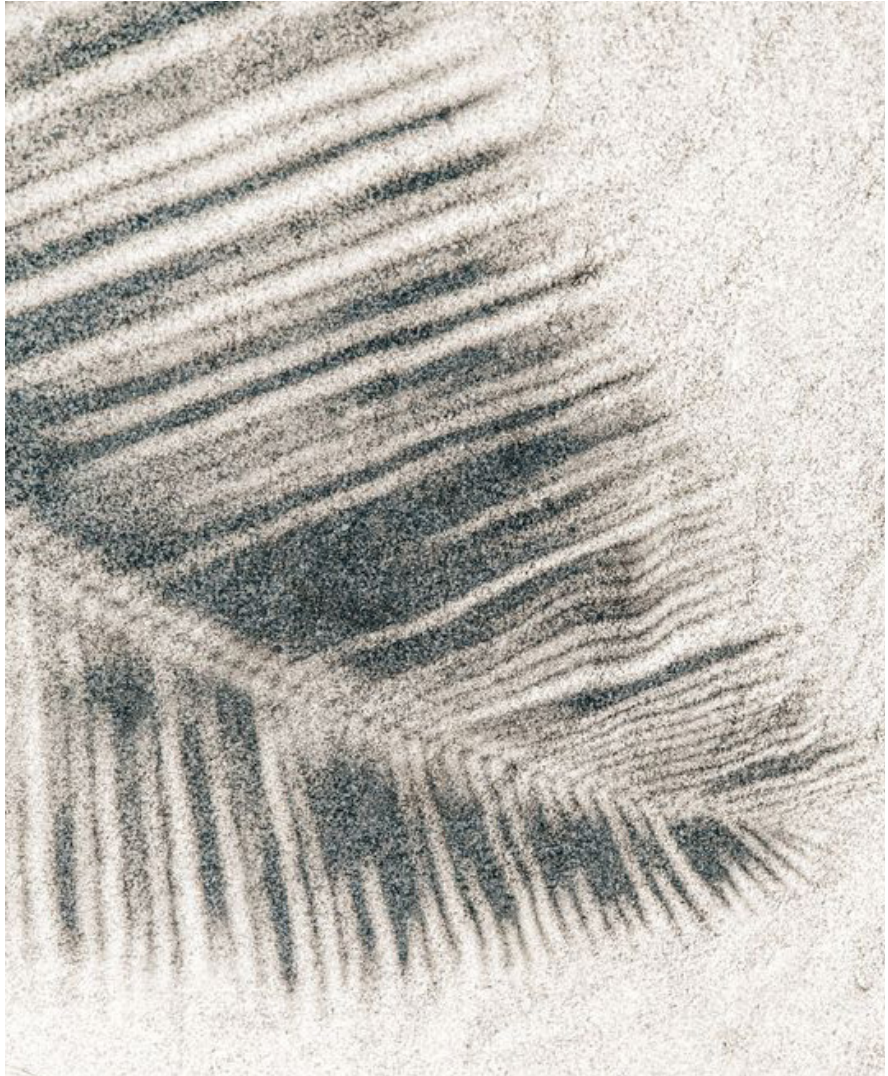


E02 BANNER



E03 PLACEMAKING

CONCEPT 1 MOOD BOARD



CONCEPT 1A DESIGN

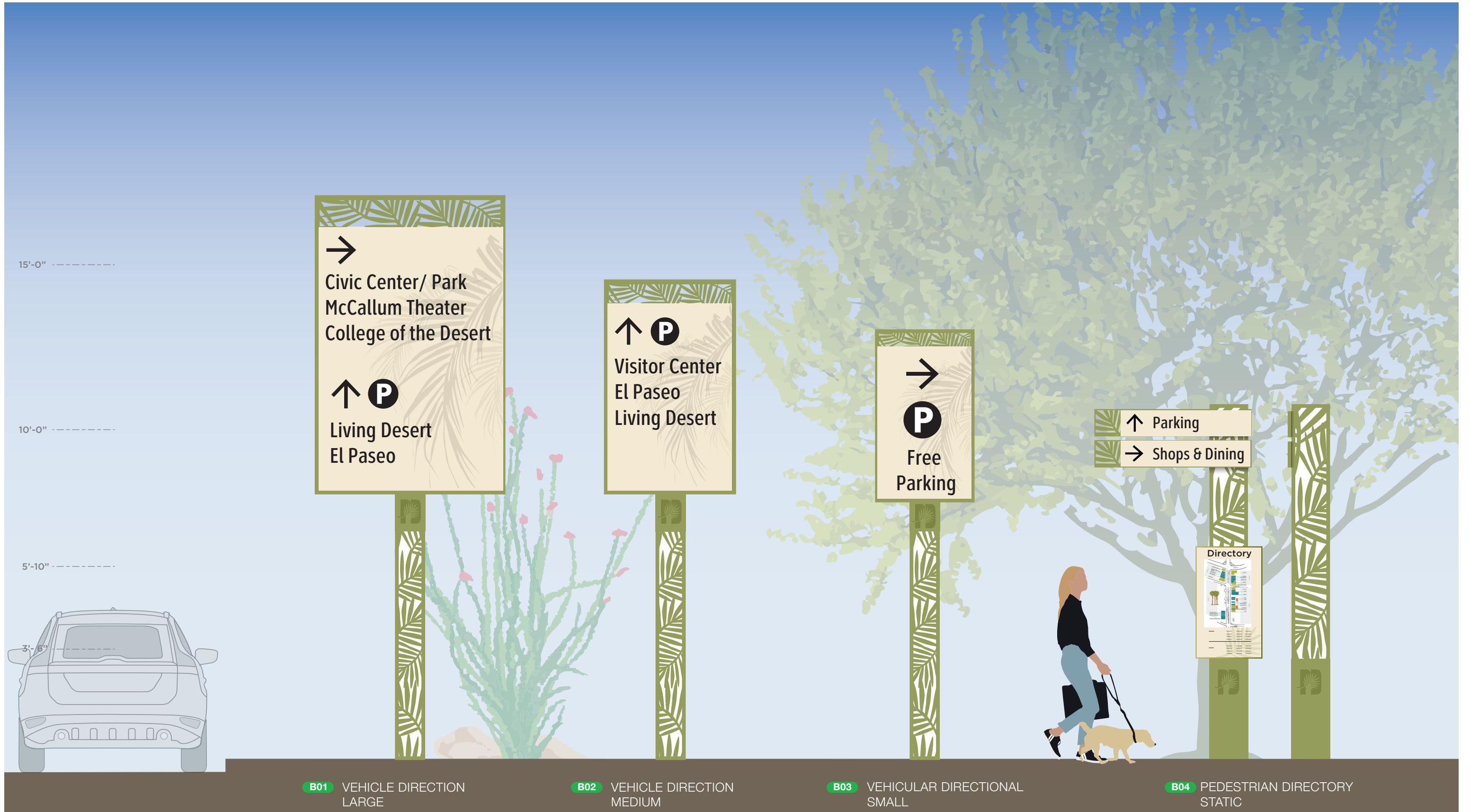


A01 GATEWAY MONUMENT
LOCATION 1

A02 GATEWAY MONUMENT
LOCATION 2

A03 GATEWAY MONUMENT
LOCATION 3

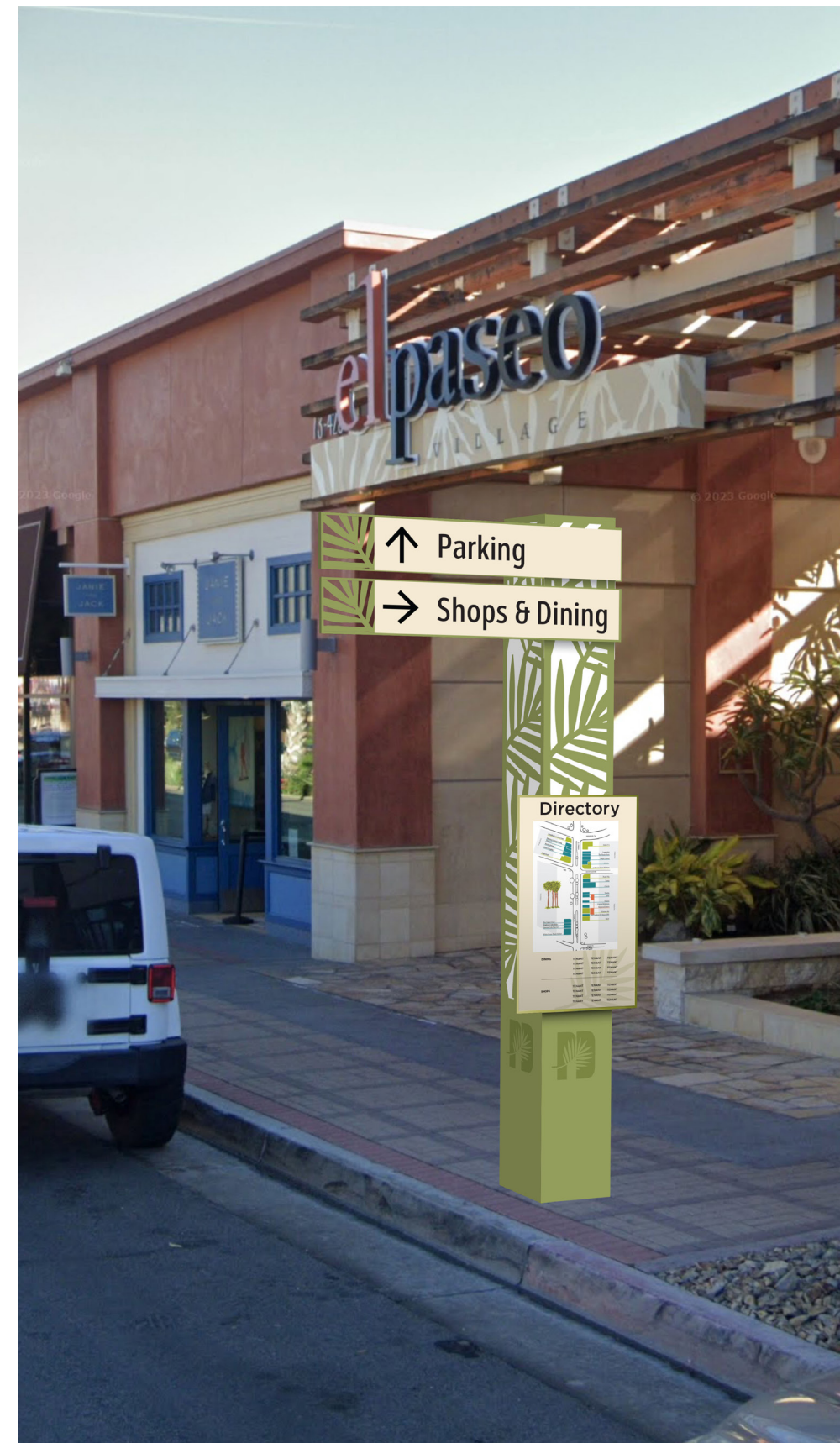
CONCEPT 1A DESIGN



CONCEPT 1A DESIGN



CONCEPT 1A DESIGN





A01 GATEWAY MONUMENT
LOCATION 1

A02 GATEWAY MONUMENT
LOCATION 2

A03 GATEWAY MONUMENT
LOCATION 3

CONCEPT 1B DESIGN



B01 VEHICLE DIRECTION
LARGE

B02 VEHICLE DIRECTION
MEDIUM

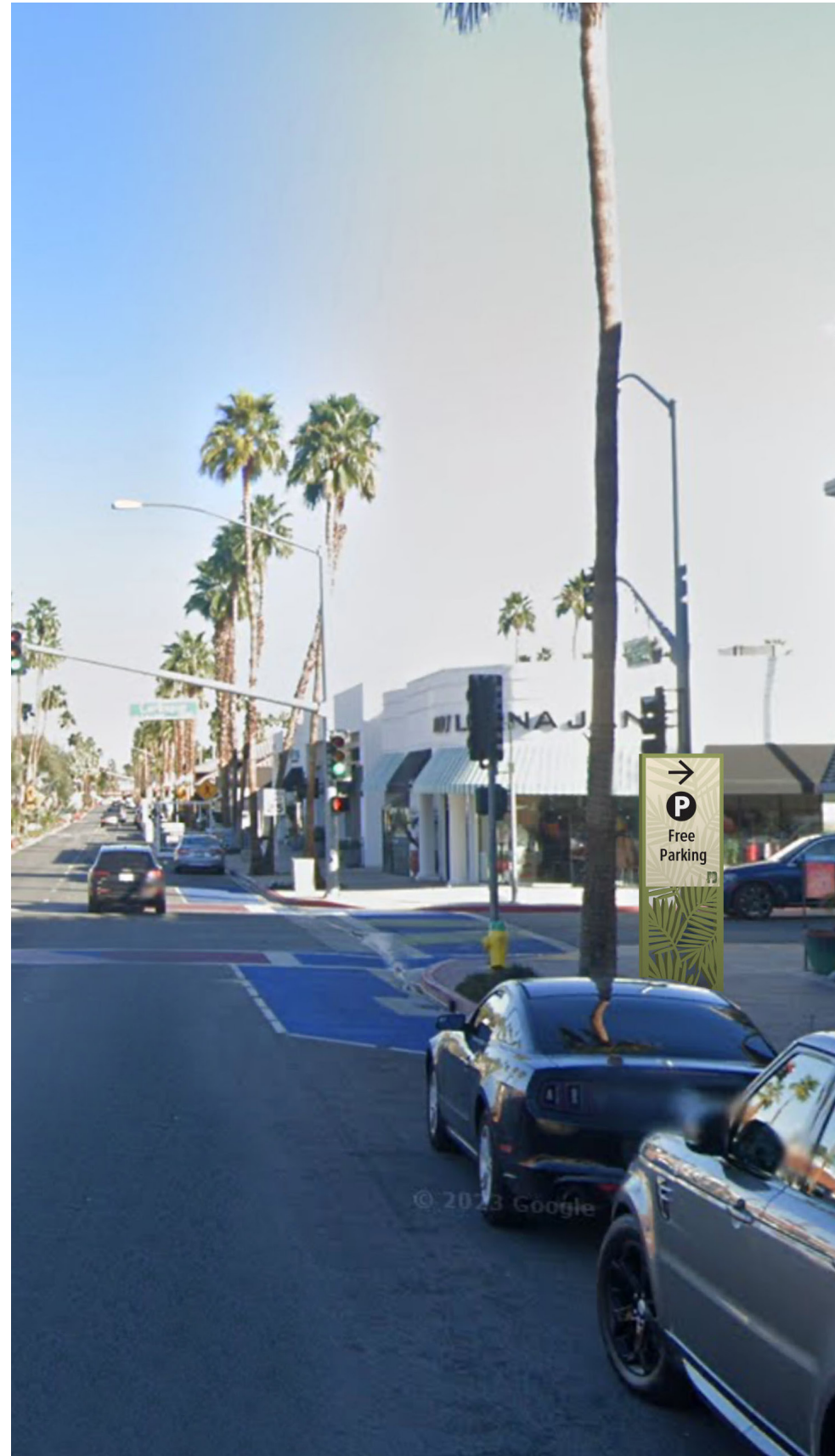
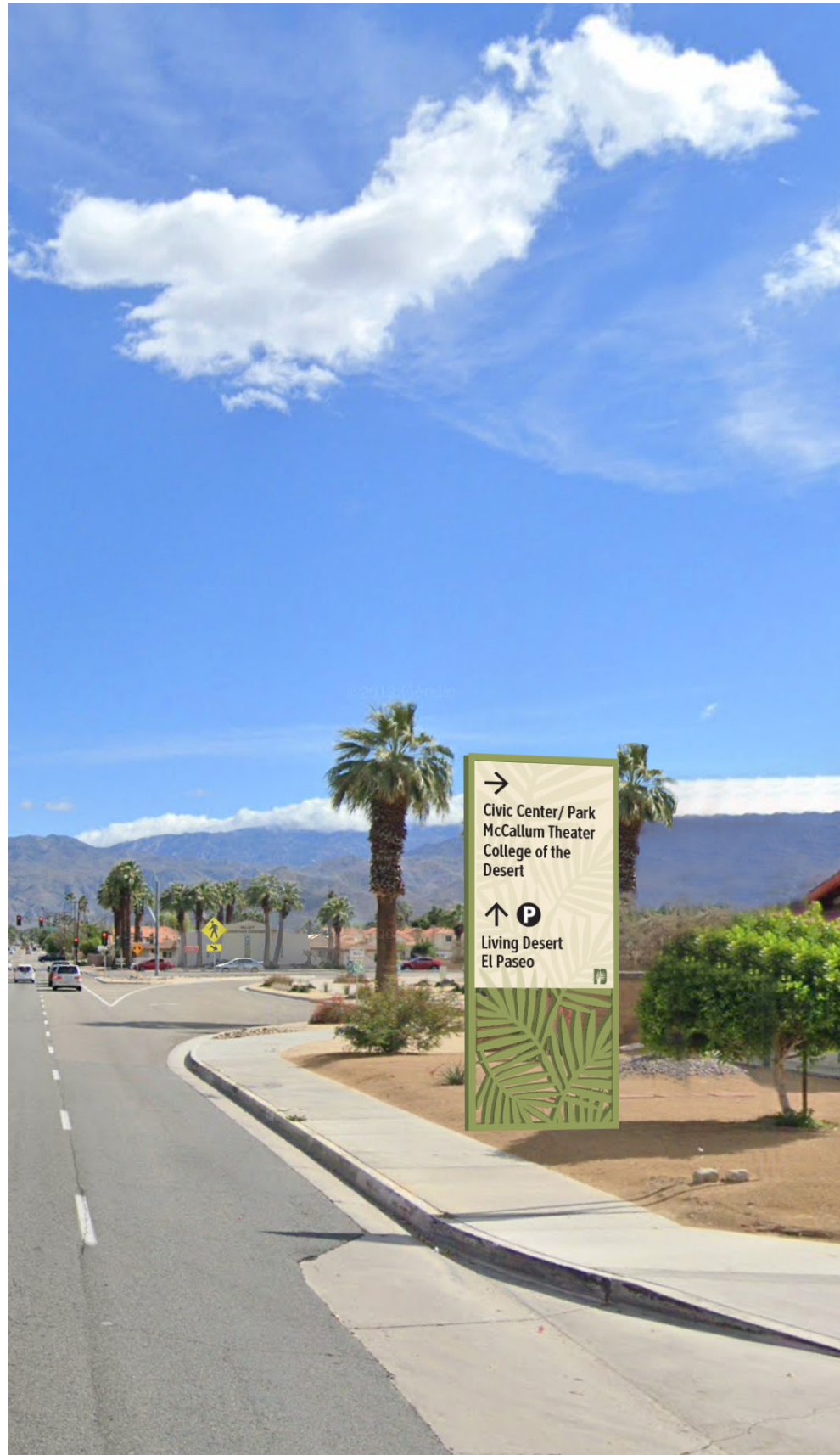
B03 VEHICULAR DIRECTIONAL
SMALL

B04 PEDESTRIAN DIRECTORY
STATIC

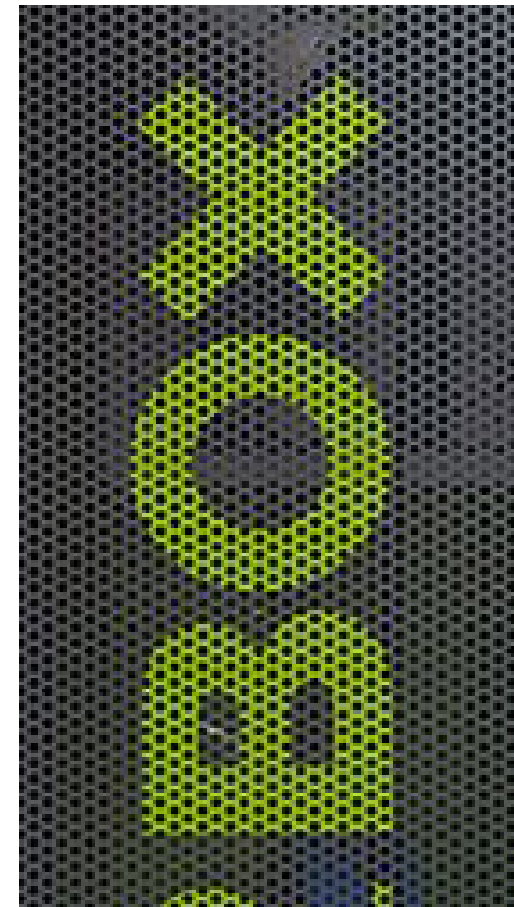
CONCEPT 1B DESIGN



CONCEPT 1B DESIGN



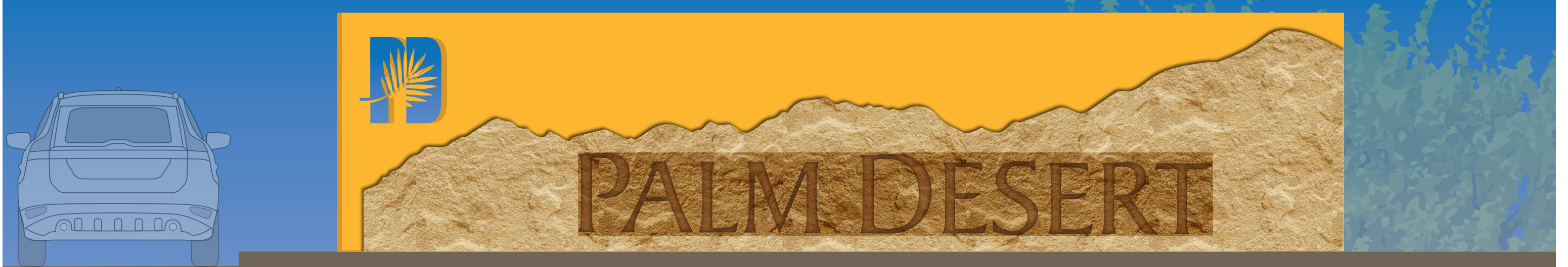
CONCEPT 2 MOOD BOARD



PROJECT:
CITY OF PALM DESERT
WAYFINDING MASTER PLAN

PHASE:
TASK 2: CONCEPT DESIGN
FEBRUARY 12, 2025

CONCEPT 2 DESIGN



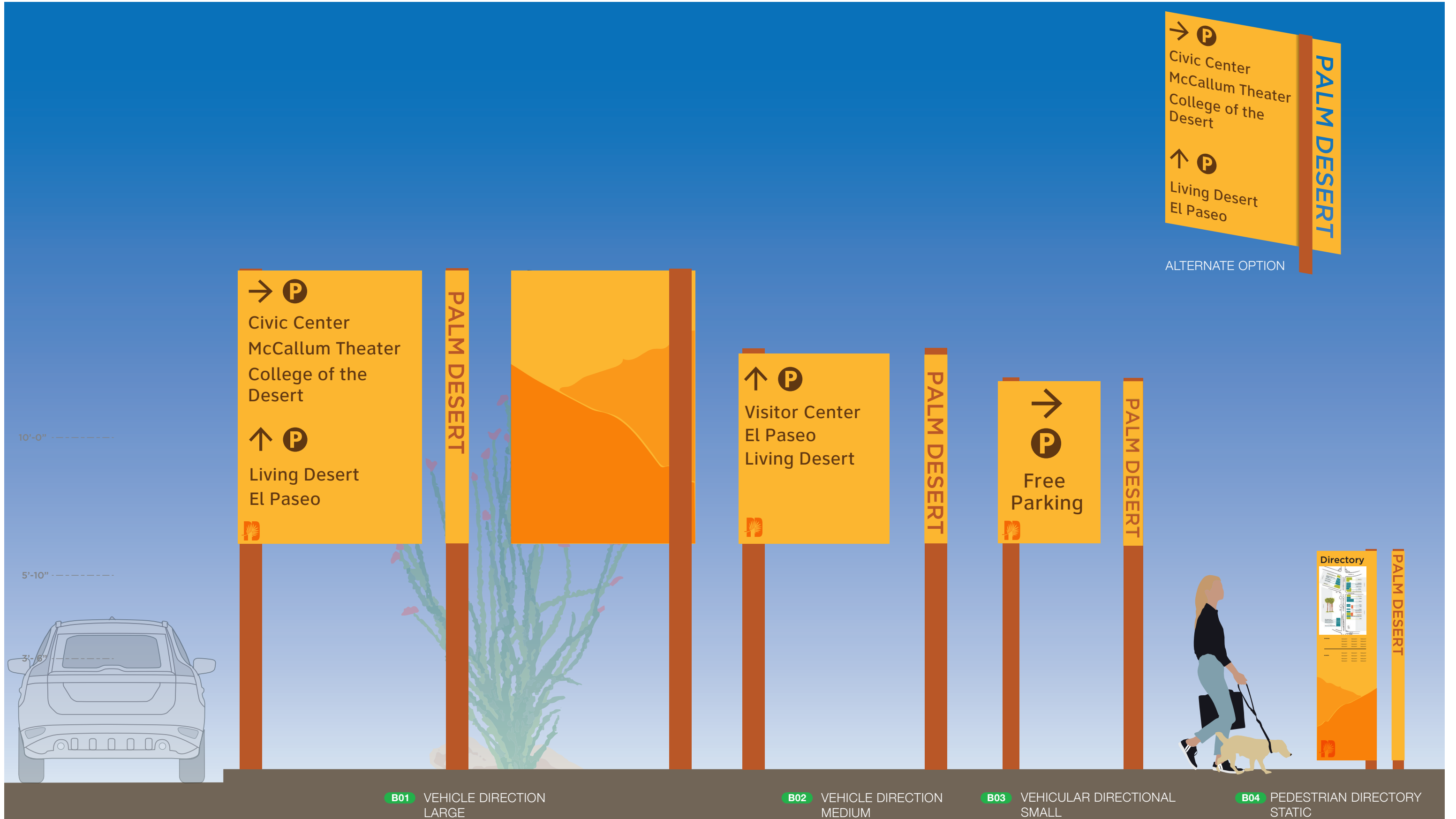
A01 GATEWAY MONUMENT
LOCATION 1



A02 GATEWAY MONUMENT
LOCATION 2

A03 GATEWAY MONUMENT
LOCATION 3

CONCEPT 2 DESIGN



B01 VEHICLE DIRECTION
LARGE

B02 VEHICLE DIRECTION
MEDIUM

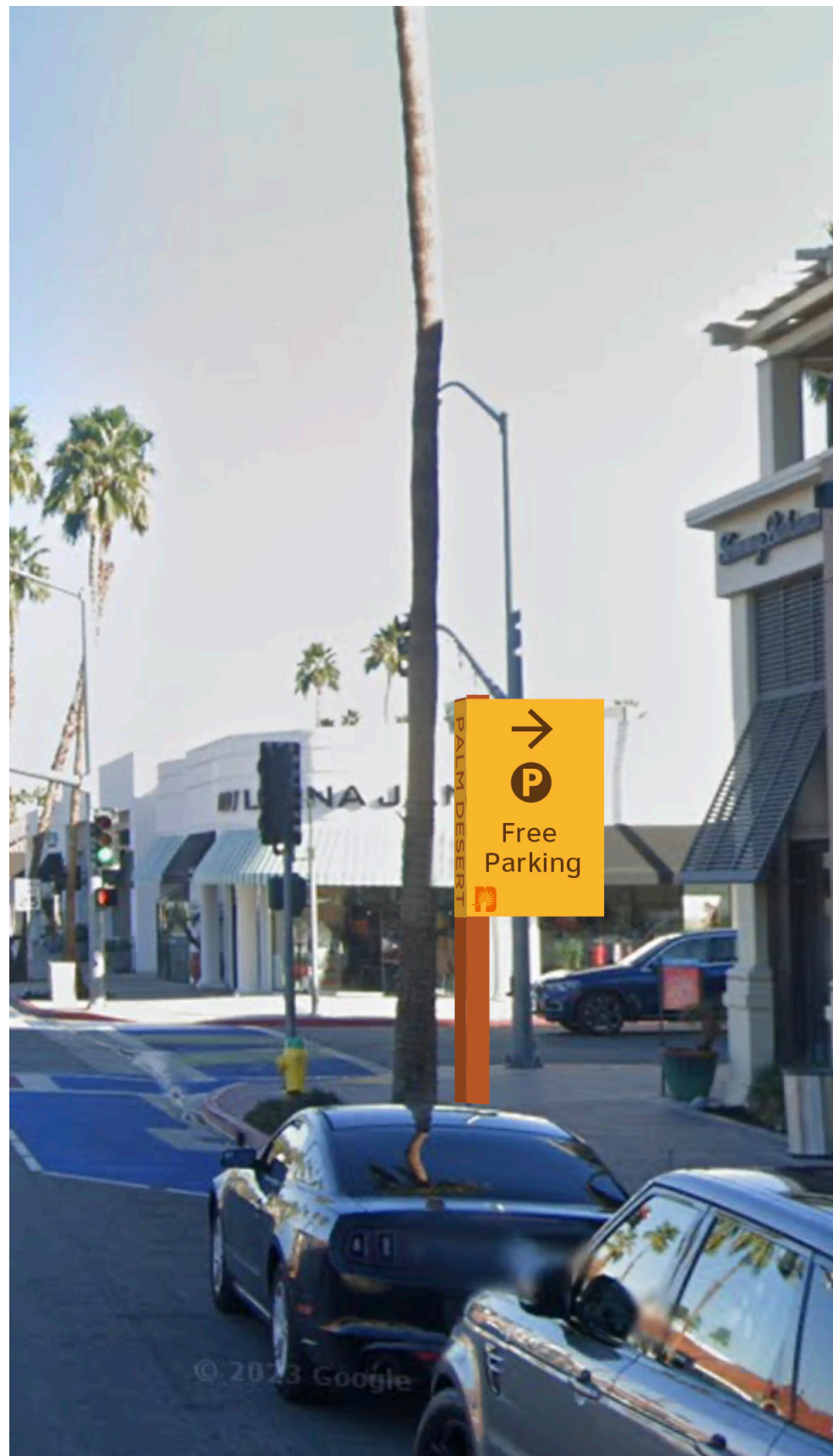
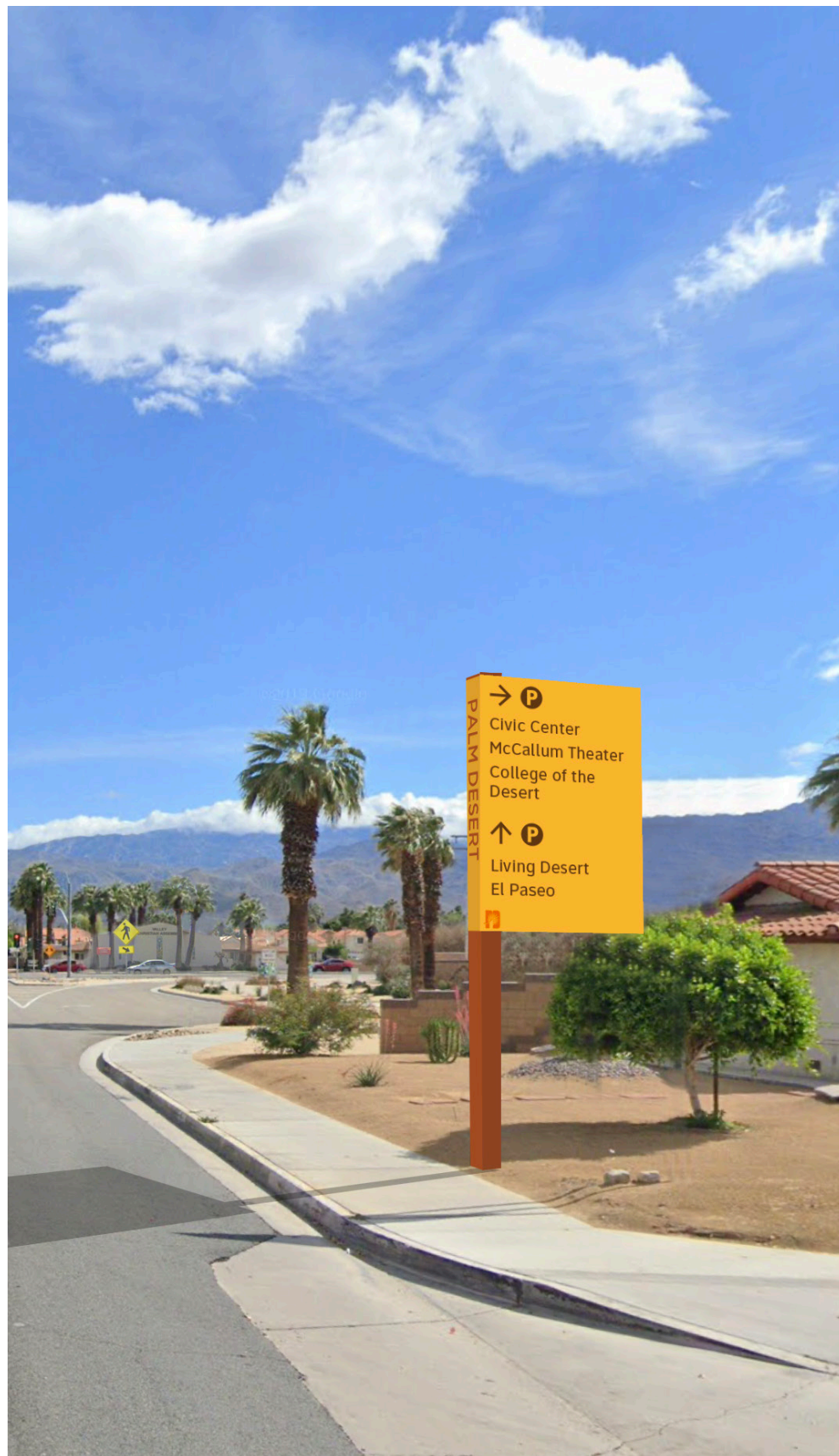
B03 VEHICULAR DIRECTIONAL
SMALL

B04 PEDESTRIAN DIRECTORY
STATIC

CONCEPT 2 DESIGN



CONCEPT 2 DESIGN



**Selbert
Perkins
Design.**

4 Appendix

CONCEPT MONUMENT SIGN SUMMARY



CONCEPT 1A



CONCEPT 1B



CONCEPT 2



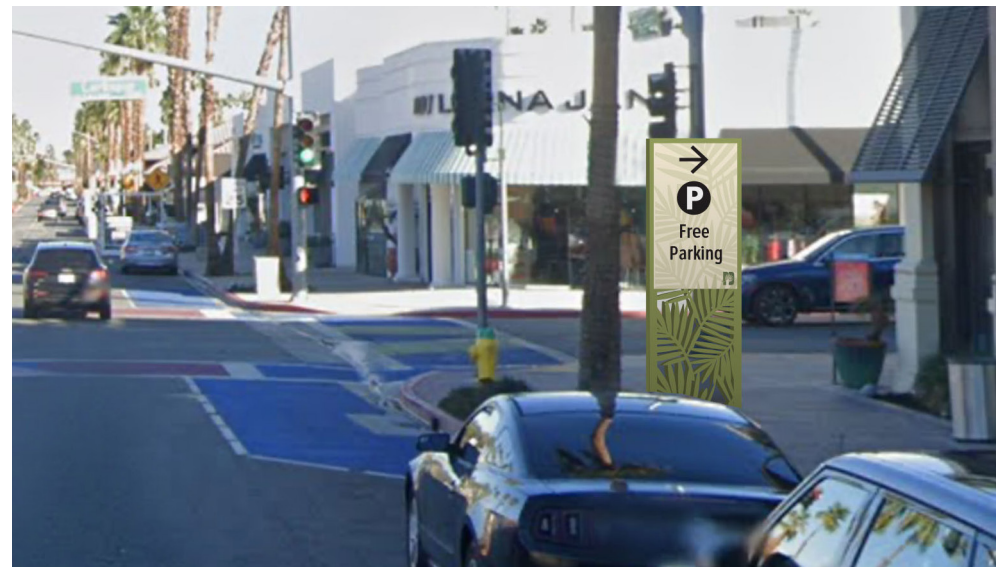
CONCEPT WAYFINDING SIGN SUMMARY



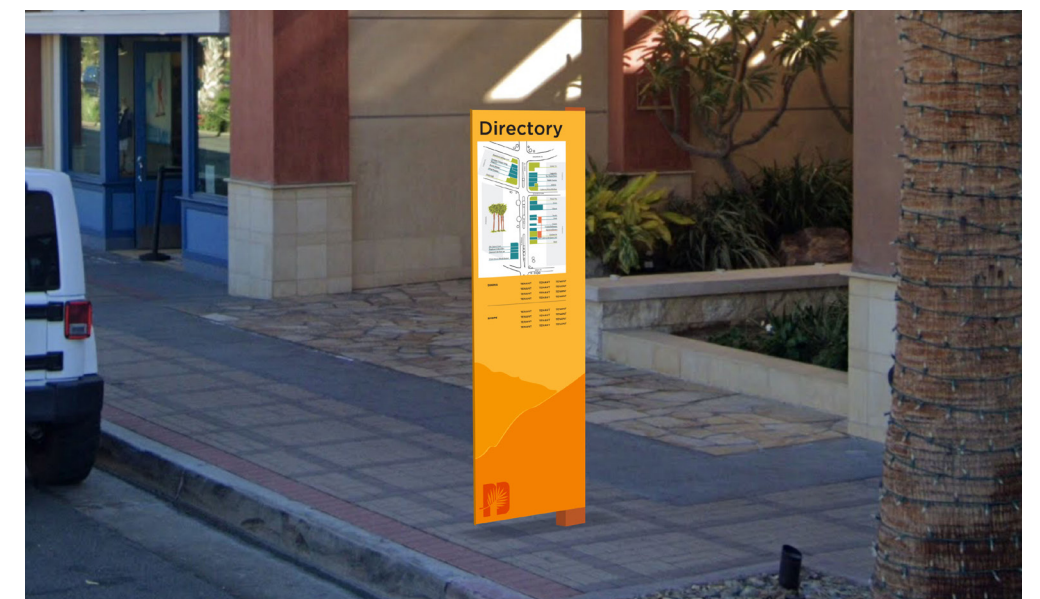
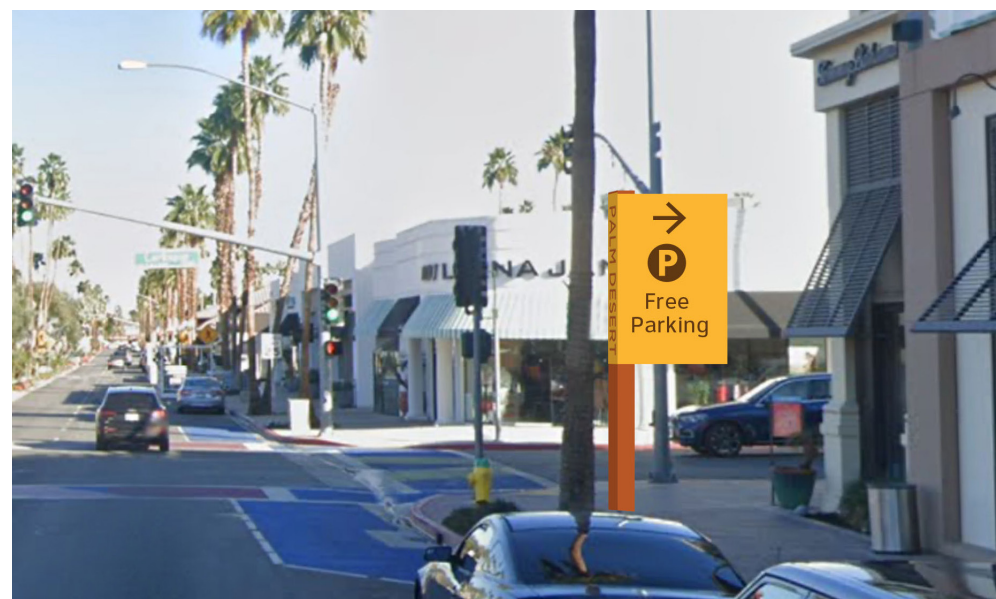
CONCEPT 1A



CONCEPT 1B



CONCEPT 2



5 Survey



Digital Survey

Centered on distributing the survey widely across the community, the City prioritized obtaining a broad understanding of wayfinding needs, rather than focusing solely on specific industries. This inclusive approach ensured a comprehensive assessment of navigation requirements throughout Palm Desert. With **72 responses received**, reflecting diverse perspectives, participants' input will play a crucial role in shaping the future of Palm Desert's wayfinding sign program.

Survey

New Citywide Sign Program

The City of Palm Desert invites you to participate in a survey to enhance our citywide wayfinding sign program. We need your input!

Our aim is to elevate the identity of Palm Desert, simplify navigation to popular destinations, and provide vital civic information to residents, visitors, and businesses.

Your opinion is important to us as we shape the future of Palm Desert. Thank you for taking the time to participate in this survey.



How do you classify yourself in Palm Desert?

- Full-time Resident (live in Palm Desert more than 6 months annually)
- Part-time Resident (live in Palm Desert less than 6 months annually)
- Local Visitor (live in Coachella Valley, but not in Palm Desert)
- Other Visitor (live outside of Coachella Valley)

What is your age?

- Under 20
- 20 to 39
- 40 to 59
- Over 60

Do you find the current wayfinding signs useful and accessible?

- Yes
- No

Survey

Rank these 10 destinations of community importance in Palm Desert, with 1 being the most significant.

- Desert Willow Golf Resort
- El Paseo
- Chamber of Commerce / Artist Center at the Galen
- McCallum Theatre
- CSU - Palm Desert Campus
- UCR - Palm Desert Campus
- The Living Desert Zoo and Gardens
- Civic Center (includes park and facilities)
- The Joslyn Center
- College of the Desert

Reset

Rank these 5 parks and trails of community importance in Palm Desert, with 1 being the most significant.

- Hovley Soccer Park
- Mike Schuler Trail (Bump and Grind Trail)
- Cahuilla Hills Park
- Freedom Park
- Cap Homme / Ralph Adams Park

Reset

Are there other destinations, parks or trails that should be mentioned?

1000

What wayfinding ideas would you find most helpful? Select your top 3.

- Web & Mobile App Directions
- Physical Maps/Guides
- City Gateways & Landmarks
- Signage to Parking
- Signage Identifying City Districts
- Vehicular Signage to Destinations
- Pedestrian Signage to Destinations
- Other

Do you believe technology (e.g., digital signs) should be used to enhance wayfinding in Palm Desert?

- Yes
- No

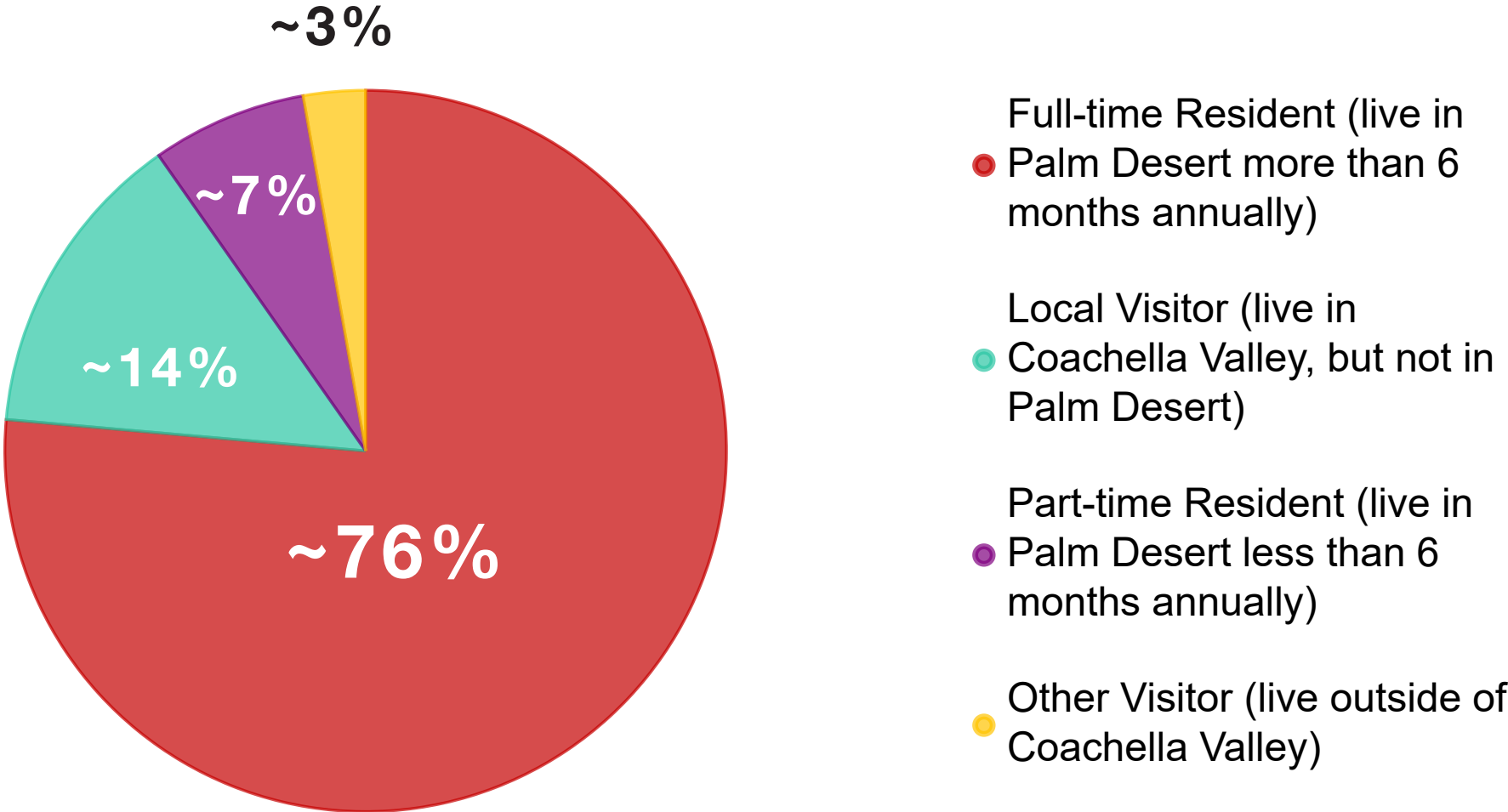
Do you have any further comments about wayfinding in Palm Desert?

1000

Submit

Survey Results

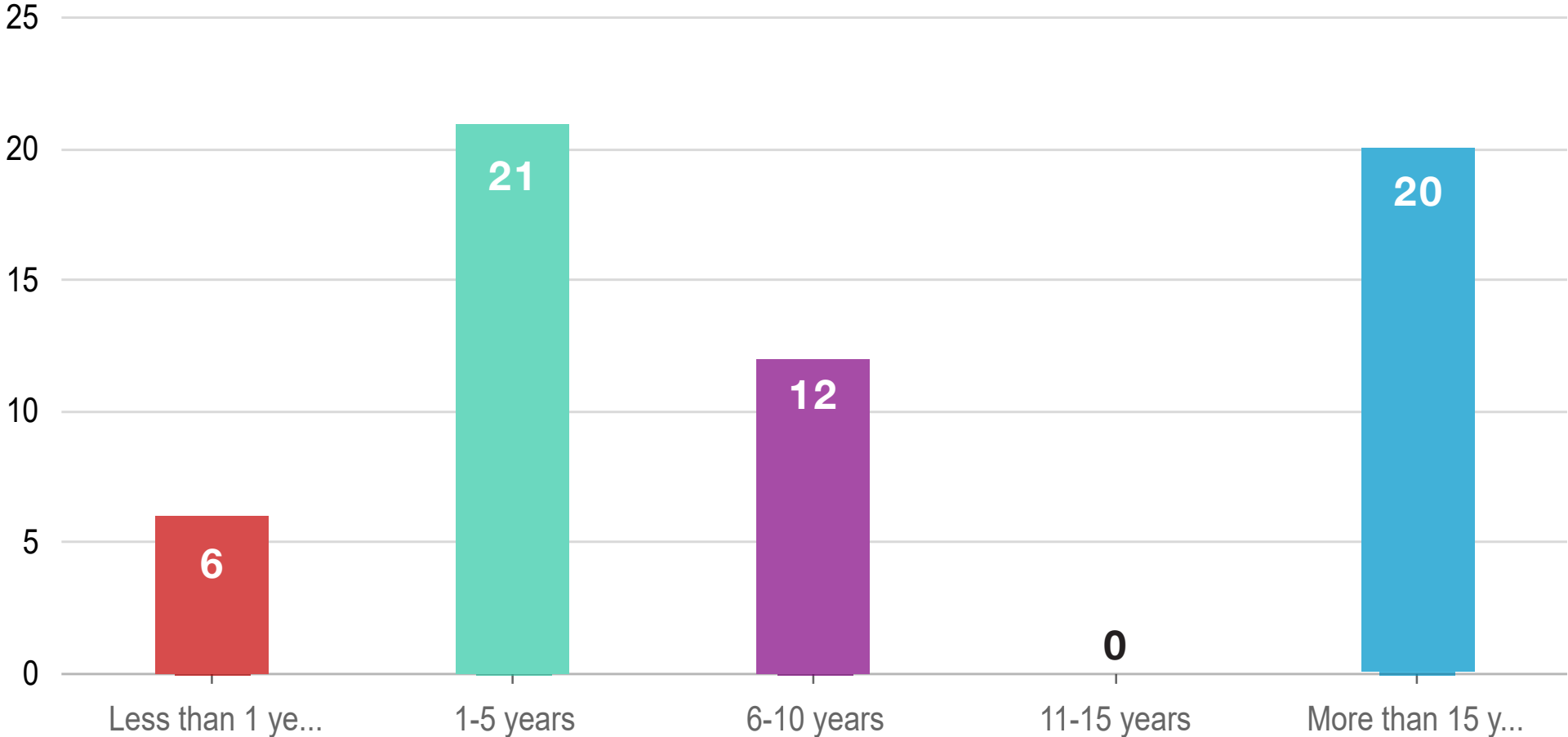
How do you classify yourself in Palm Desert?



The majority, about 76% are full-time residents of Palm Desert.

Survey Results

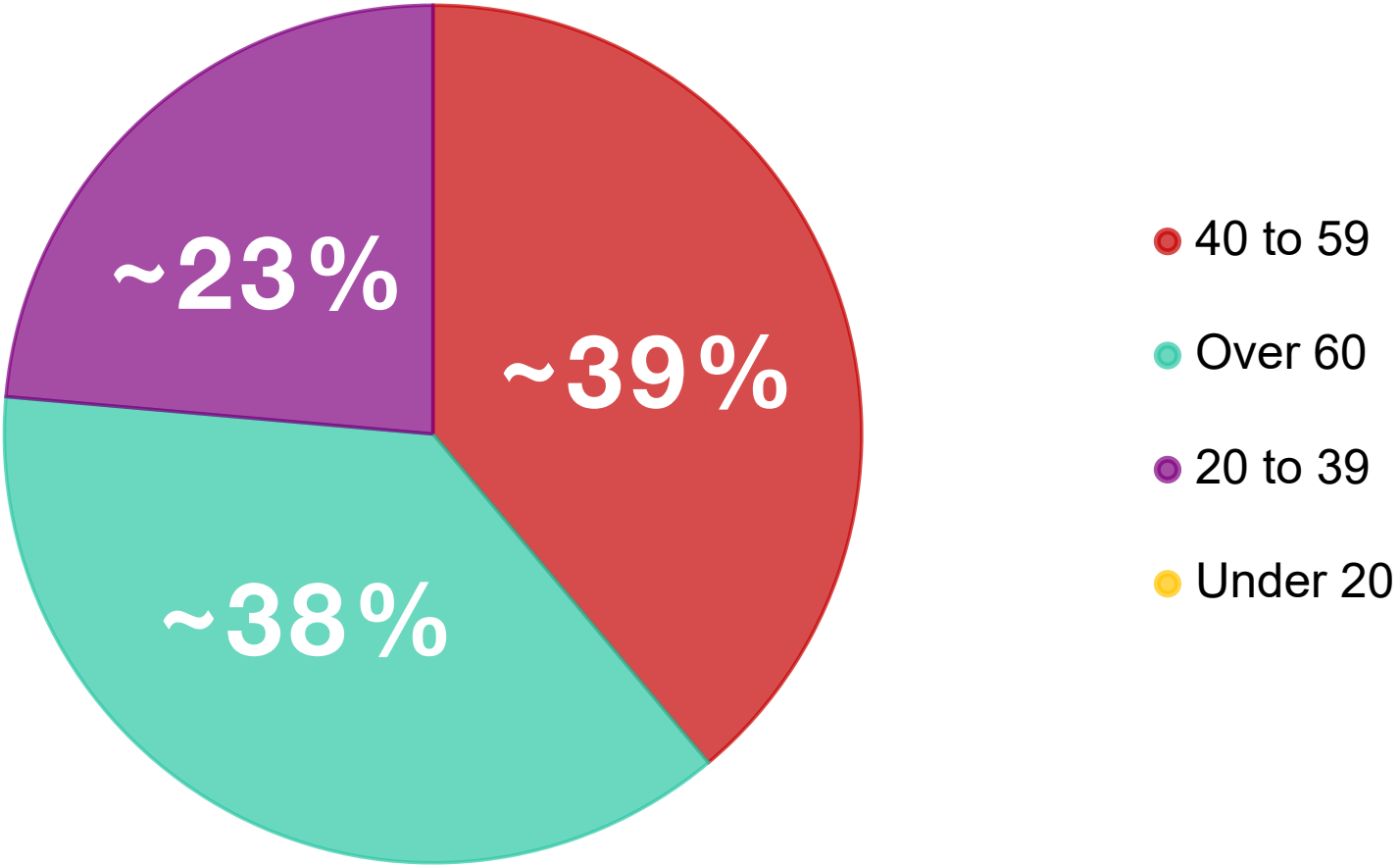
If a resident, how long have you lived in Palm Desert?



Of the 59 people who answered, 21 people have been residents of Palm Desert between 1-5 years.

Survey Results

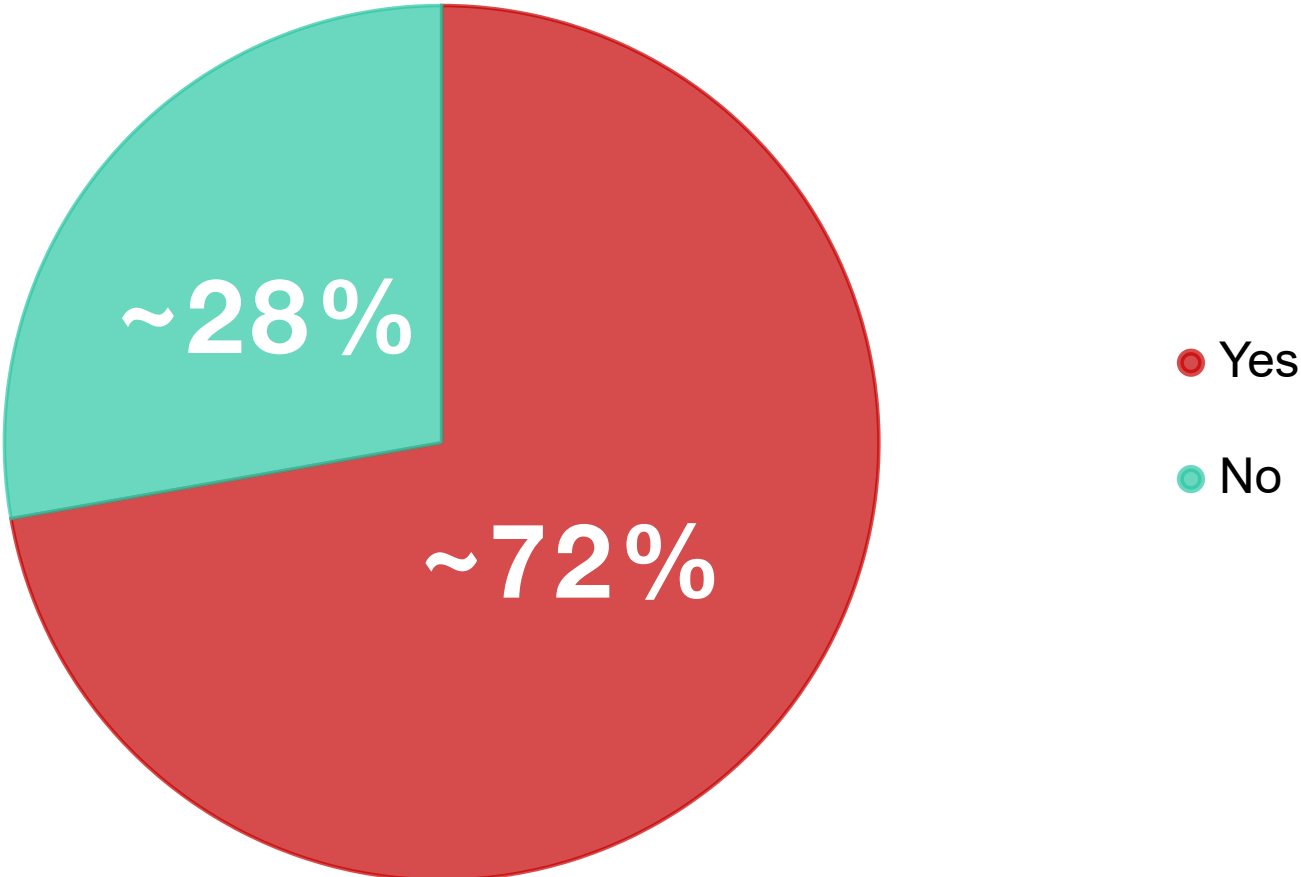
What is your age?



Of the 72 people who answered, **about 39%** are between 40 and 59 years of age.

Survey Results

Do you find the current wayfinding signs useful and accessible?



Of the 72 people who answered, **about 72%** say the current wayfinding signs are useful and accessible.

Survey Results

If yes, explain why:



Of those who answered 'Yes', they mentioned the current wayfinding signs are **easy, helpful, and visible.**

Survey Results

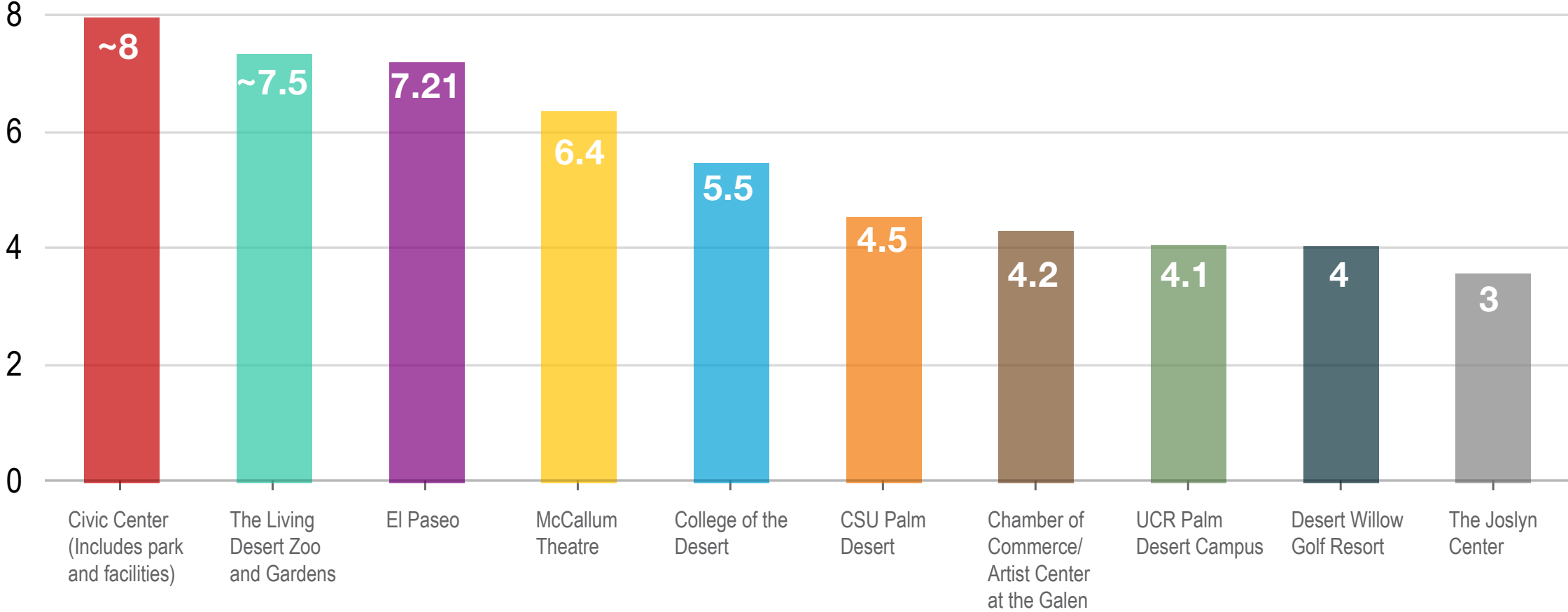
If no, explain why:

Don't need them
Needs to be reflective at night
more colors
words too close together
Use phone
invisible hard to see
blend in with environment
Not visible at night

Of those who answered 'No', they mentioned the current wayfinding signs are hard to see, need to be more colorful, and messaging is too condensed.

Survey Results

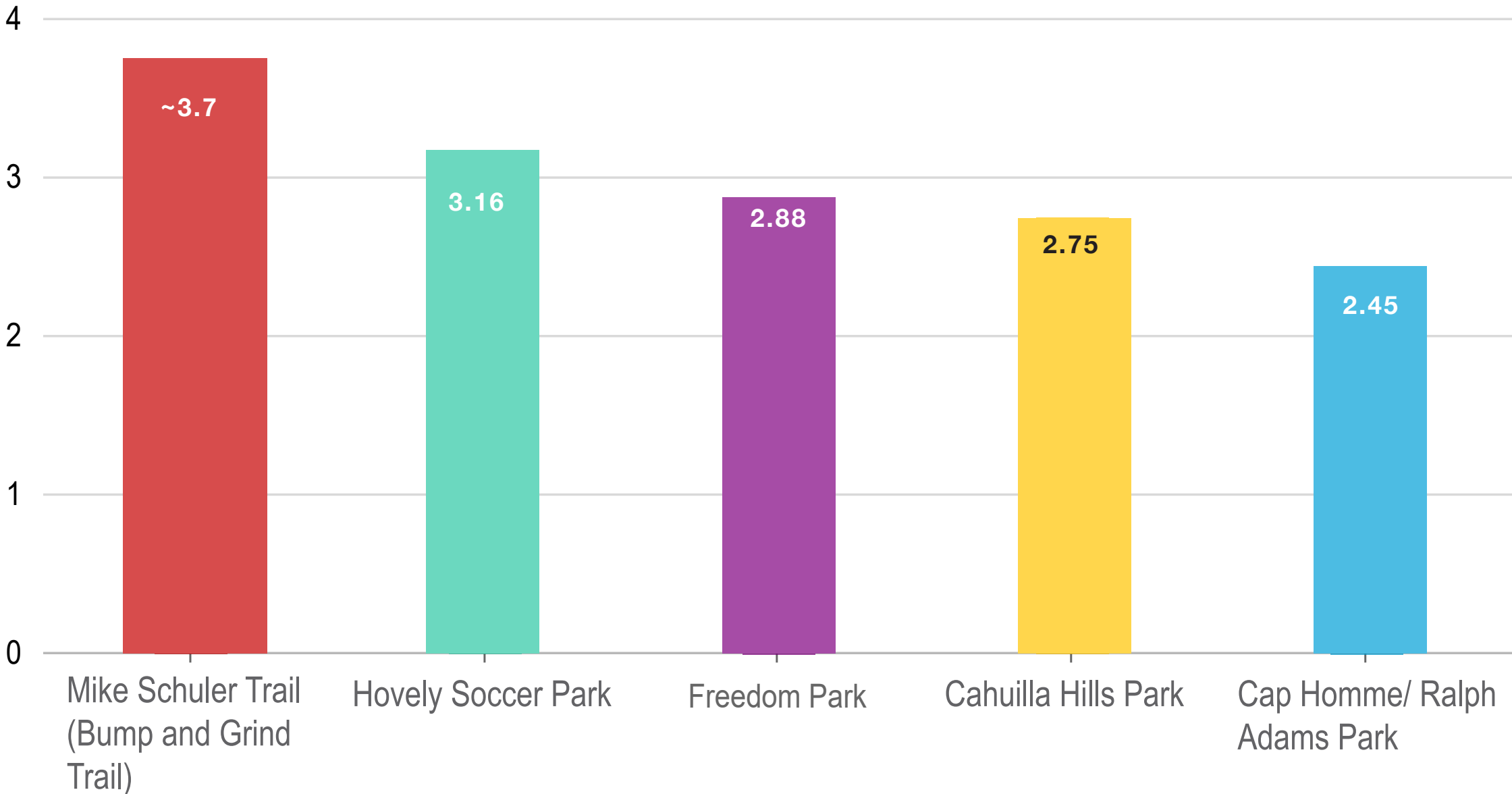
Rank these 10 destinations of community importance in Palm Desert, with 1 being the most significant.



The most important locations are **Civic Center, The Living Desert, El Paseo, McCallum Theatre, College of the Desert, CSU Palm Desert, Chamber of Commerce/Artist Center at the Galen, UCR Palm Desert Campus, Desert Willow Golf Resort and The Joslyn Center.**

Survey Results

Rank these 5 parks and trails of community importance in Palm Desert, with 1 being the most significant.



The most important parks are **Mike Schuler Trail, Hovely Soccer Park, and Freedom Park.**

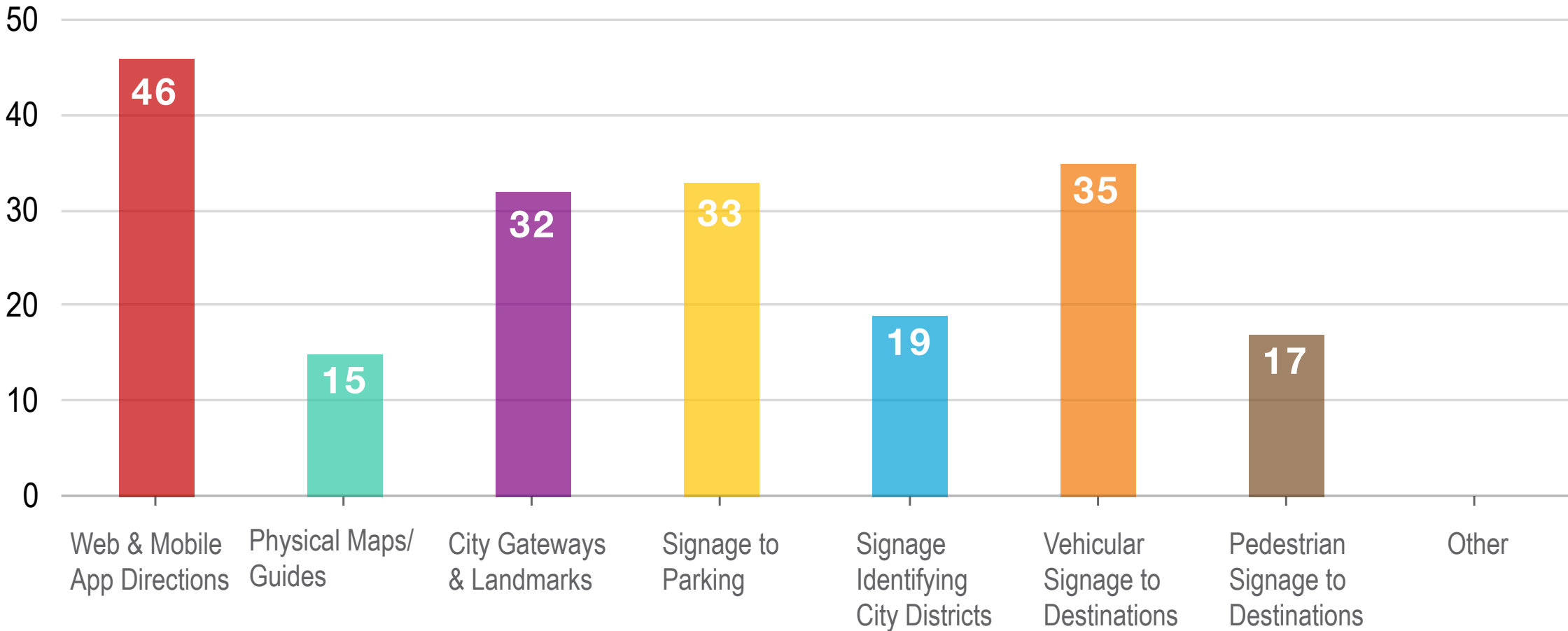
Survey Results

Are there other destinations, parks or trails that should be mentioned?

- Acrisure Arena
- Santa Rosa and San Jacinto Mountains National Monument Visitor Center
- Art Smith Trail
- San Pablo Avenue
- Palm Desert Aquatic Center
- Ironwood Park
- Painter's Path
- Historical Society Museum
- Desert Cross Trail
- CV Link

Survey Results

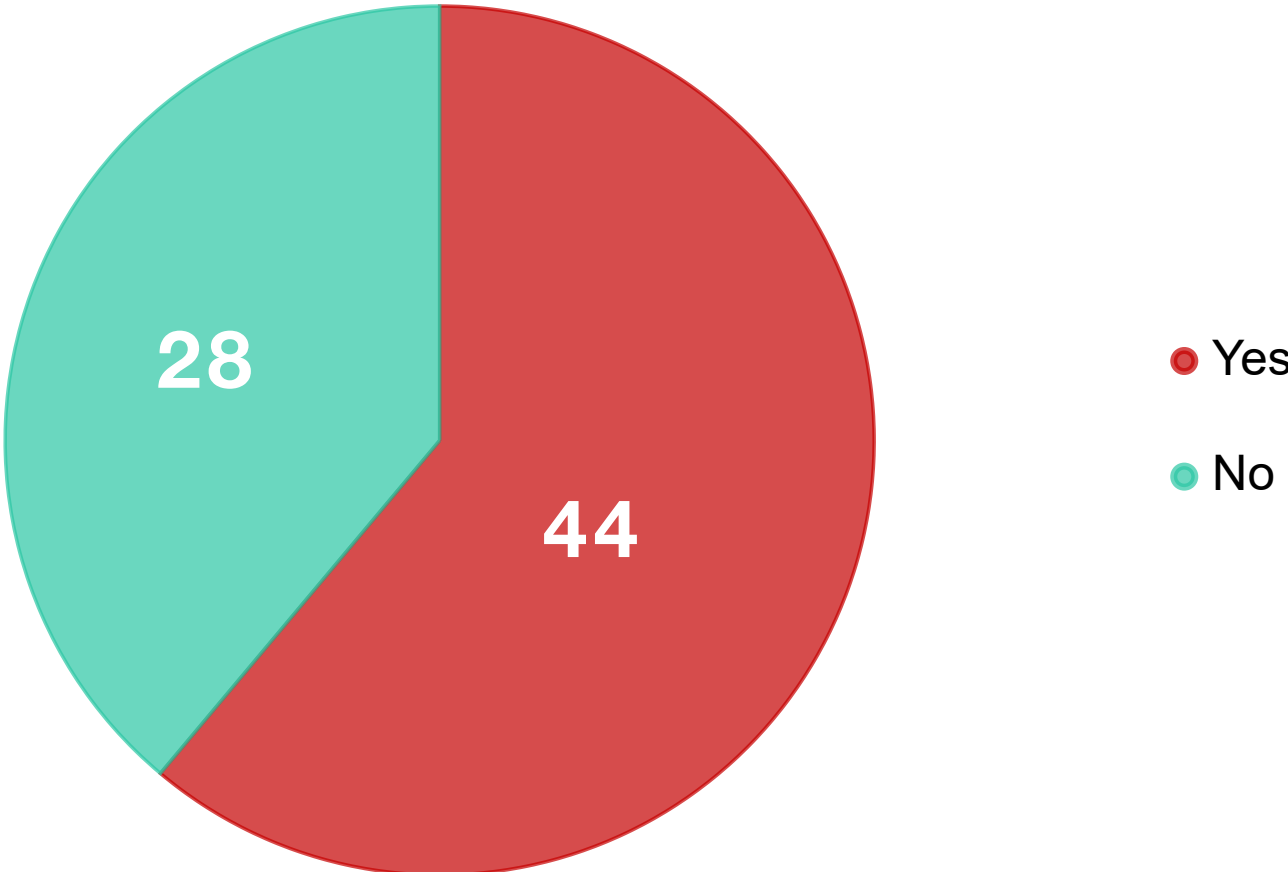
What wayfinding ideas would you find most helpful? Select your top 3.



The top 3 wayfinding ideas are **Web & mobile app directions, vehicular signage to destinations, and signage to parking.**

Survey Results

Do you believe technology (e.g., digital signs) should be used to enhance wayfinding in Palm Desert?



The **majority of people** believe technology should be used to enhance wayfinding in Palm Desert.

Survey Results

Do you have any further comments about wayfinding in Palm Desert?

"Parking signage would be a huge help around El Paseo. Some of the lots are well hidden if you don't know the area."

"I think digital is great for temporary events and traffic control but would look tacky for everyday signage. I again think that **more entrance monuments/signage would be very beneficial. Your parks are fantastic, call them out loud and proud."**

"If you go digital, I would **talk to other cities that are using them currently and see if they like the equipment they are using. See what kind of feedback is received and also if they are visibly pleasing."**

"What about Murals that tell the city history. Also you could **have a barcode people could scan with their phone that would help them to a map of locations or history of the specific site. Also With the new bike trails what about an audio tour."**

6 Precedent Images

Coachella Valley City Signs



Competitive City Signs



DIGITAL/ SLIDING SIGN PRECEDENTS

